



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD  
BUSINESS ENGAGEMENT COMMITTEE  
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center  
302 North First Avenue, 6<sup>th</sup> Floor, Phoenix, AZ 85003-1611  
November 21, 2019  
9:00 a.m.**

**Members Present:**

Alineth Gamero-Hernandez  
Jesus Love

Janice Mrkonjic  
Dean Van Kirk

**Members Attending via Teleconference:**

Kaaren-Lyn Graves

**Public Attendees:**

Christina Edwards  
Stan Flowers  
LaSetta Hogans (PBWDB Exec. Dir.)  
Hayden Maynard

James Montoya  
Brandon Ramsey

Action items taken are noted in **bold** print.

**1. Call to Order / Roll Call / Introductions:**

The Business Engagement Committee (BEC) Chair, Jesus Love, called the November 21, 2019 meeting to order at 9:00 a.m. Roll call was completed and a quorum of five members was present.

**2. Approval of October 17, 2019 Meeting Minutes:**

BEC Member Ali Gamero-Hernandez motioned for approval of the October 17, 2019 BEC minutes, BEC Member Kaaren-Lyn Graves seconded.

**Jesus Love, Janice Mrkonjic, and Dean Van Kirk voted to approve. No members were opposed.**

**3. Review Committee Attendance Hours:**

BEC Vice-Chair Janice Mrkonjic motioned to approve the consent agenda item, BEC Member Ali Gamero-Hernandez seconded.

**Kaaren-Lyn Graves, Jesus Love, and Dean Van Kirk voted to approve. No members were opposed.**

**4. Bagels & Business Event Data:**

ARIZONA@WORK City of Phoenix (COP) Business Engagement Project Manager James Montoya presented statistical information from previous Bagels & Business events. The BEC reviewed registration data and the number of attendees. Over the previous year, over 250 people have attended the Bagels & Business events, not including attendees from Phoenix Business and Workforce Development (PBWD) Board members and workforce engagement staff from the city, county, and state. BEC Vice-Chair Janice Mrkonjic asked if they can send a follow-up to people who registered and didn't attend and invite them to the next event.

The next Bagels & Business event will be on January 16, 2020 and will focus on Adult and Dislocated Worker service providers and connecting them to employers. Service Delivery Committee (SDC) Member Brandon Ramsey asked how the BEC is engaging with the companies that participate in hiring events initiated by ARIZONA@WORK City of Phoenix (COP). He also suggested sharing information with other business-run initiatives, such as Downtown Phoenix Inc., to amplify and promote the message and work of the PBWD Board.

BEC Vice-Chair Janice Mrkonjic suggested having tables with board members around the room to encourage intentional networking during the networking portion of the program. BEC Member Kaaren-Lyn Graves offered to have an intern from the Greater Phoenix Chamber of Commerce personally call some of the invitees and ask them to invite other people. BEC Chair Jesus Love asked ARIZONA@WORK City of Phoenix Workforce Development Supervisor Stan Flowers who he thought should participate in a panel. Stan said that the COP is now working directly with ARIZONA@WORK City of Phoenix to actively recruit new employees and suggested having someone from City of Phoenix Human Resources speak and also engage private businesses who have worked with the program. Stan shared that they have a 13-minute video with testimonials from SOAR participants that they might show and to have people trained on the Arizona Career Readiness Certification (ACRC) speak about the certification and how it's been utilized for job seekers. Jesus said he would like to show the video, then have a panel, then a live testimonial and a question & answer portion. PBWD Board Executive Director LaSetta Hogans suggested instead of focusing on Title III, they can talk about business services and ACRC and other tools available to the business engagement team during the May 2020 event. Brandon suggested having businesses sign up to tour the

ARIZONA@WORK One-Stops and have board members host the tours, because he thinks that would be impactful and provide a human story.

BEC Member Dean Van Kirk suggested that there be both job seeker and business success stories. BEC Vice-Chair Janice Mrkonjic asked if they have a flow chart that can be posted to show a jobseeker path through the ARIZONA@WORK system. BEC Member Ali Gamero-Hernandez suggested instead of a flow chart, highlight the services that jobseekers can take advantage of.

The BEC decided the Bagels & Business program would show the SOAR-centric video, a panel, live testimonials, intentional networking, there would be data available to show outcomes, a workflow people can look at, and hard copies of ACRC certificates. ARIZONA@WORK COP Workforce Development Supervisor Stan Flowers said he would deliberate on panel participants. BEC Chair Jesus Love invited Stan to the December 19, 2019 BEC meeting. BEC Vice-Chair Janice Mrkonjic said that they need to intentionally target groups per Brandon's suggestion as invitees.

**No action was taken.**

**5. Reporting Data Elements:**

BEC Chair Jesus Love asked the BEC to review the Labor Market Information and Numbers@Work document for a discussion on reporting data at the December 19, 2019 meeting.

**6. Regional Business Engagement Efforts:**

ARIZONA@WORK City of Phoenix (COP) Business Engagement Project Manager James Montoya shared that Virginia G Piper and RI International presented at the last Workforce Collaborative (TWC) program, speaking about their workforce efforts. SDC Member Brandon Ramsey shared that he attended the last TWC meeting to share tools Microsoft has. He said that everyone at the meeting was focused on workforce development and the community. He suggested it would be helpful for the PBWD Board to attend meetings. ARIZONA@WORK COP Board Liaison Christina Edwards said she would forward an invitation to the board.

James shared currently active sector-focused cohorts including a Arizona Highway Construction apprentice program, a CDL Veteran-focused cohort with Revel Foundation, the IT Ready program in which participants are working to obtain a COMPTIA A+ certification in partnership with the Cognizant Foundation, the Greater Phoenix Chamber Foundation sponsoring a Financial Industry Training in conjunction with ARIZONA@WORK at Maricopa Corporate College to prepare participants for the Security Industry Essentials Exam, and a certified contact center training through the Boys and Girls Club.

## **7. Strategic Plan Scorecard Review:**

The BEC reviewed the Year 3 Strategic Plan:

- Goal 1, Action 2 & 3: The data points are tracked on the Numbers@Work document, but they cannot make a status determination until after discussing if there is a need for more data.
- Goal 3, Action 1: Regional business engagement efforts are shared at BEC Meetings.
- Goal 8, Action 2: Staff has identified training to help business responsiveness, but they have not started training.
- Goal 9, Action 1: The BEC has reviewed the plan, but they are in the process of identifying metrics.
- Goal 9, Action 2 and 3: The BEC will decide the metrics during the December 19, 2019 meeting
- Goal 9, Action 4: The strategic plan will be reviewed at BEC meetings.

BEC Member Ali Gamero-Hernandez motioned that Goal 3, Action 1 be marked green. That One Stop Operator and Career Services Manager be removed as persons responsible from Goal 8, Action 2 and the item be marked yellow. Goal 9, Action 1 be marked as yellow. Goal 9, action 2-4 be marked red. BEC Member Dean Van Kirk seconded.

**Kaaren-Lyn Graves, Jesus Love, and Janice Mrkonjic voted to approve. No members were opposed.**

## **8. Matters for Future Discussion:**

Work-Based Learning Update

Business Engagement Professional Development Plan

Review data elements prior to December BEC meeting and be prepared to discuss.

## **9. Call to The Public & Open Discussion:**

None

## **10. Adjournment:**

**BEC Member Dean Van Kirk motioned to adjourn the meeting, BEC Member Ali Gamero-Hernandez seconded.**

**Kaaren-Lyn Graves, Janice Mrkonjic and Jesus Love approved the motion and the meeting was adjourned at 10:41 a.m.**